

# WISCONSIN TRAFFIC SAFETY REPORTER

SPRING 1999

## FOCUS ON Improving Bicycle Safety

By JoAnne Pruitt Thunder

This issue pulls together ideas and strategies from advocates and workers on the front lines of making bicycling safer. Even though safety is the focus here at WisDOT Bureau of Transportation Safety (BOTS), we are dedicated to broader goals. We want bicycling and other human-powered movement to be done by more people, be more fun, reduce congestion and pollution, and sustain more people-friendly places to live, work and play. Our overriding goal is to improve life for people who bicycle twice a year or ten times a week, children or adults, beginners or experts, as well as our neighbors who walk and drive.

Every bicyclist, whether a recognized advocate or someone who cycles occasionally, sends us messages—verbally or in their behavior. We must respond with ideas and actions—tested solutions and new ways—to make bicycling more a part of our Safe Communities. Try out the resources in your community and ones mentioned in this issue. Then plan with others to make the area where you live a safe, healthy, and fun place.

WisDOT trains and works with a diverse group of people who offer bicycle safety instruction and law enforcement. This includes adult bicyclists, motorists, parents and their children, teachers, police officers and community leaders. We train planners and engineers about design and about why bicyclists want (or don't want) changes in streets, roads, or bicycle-only facilities. We now have our first Wisconsin Bicycle Plan. Increasing bicycle trips while reducing crashes and injuries is a part of our commitment to the citizens of Wisconsin. This will be followed by a Wisconsin Pedestrian Plan. The "3 E's" of safety—Education, Enforcement, and Engineering—can be expanded to include emergency medical services, encouragement, and enactment of well thought out legislation.

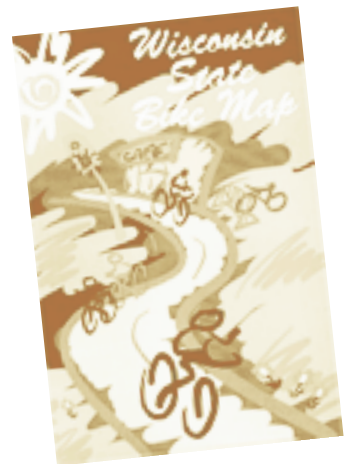
If the tools you need aren't here, contact the resource people. If the tools don't exist, maybe you can help us create them! Put these tools to work in your community; commitment benefits not only bicyclists but everyone who lives there.

## New Wisconsin Bike Map

by Jeanne Hoffman

Wisconsin is widely known as a premier biking destination because of its extensive network of paved rural roads. For the first time bicyclists have a map designed just for them; the new Wisconsin Bike Map from the Bicycle Federation of Wisconsin (BFW) is now available statewide in bike shops. The set consists of eight maps on four sheets, with every state and county road rated for bicycle suitability using WisDOT data on pavement width, traffic volume, sight lines, and other factors (see sample on page 12). Since some DNR recreational trails and all town roads are also on the map

*Continued on page 12*



## Wisconsin's first-ever State Bike Plan

by Tom Huber

The Wisconsin Bicycle Transportation Plan is WisDOT's first-ever comprehensive bicycle plan. It establishes policies that WisDOT will use in engineering (planning/design), which is a major focus of the plan, and also in education, enforcement and encouragement. It makes recommendations for counties and local communities on how they can better accommodate bicyclists. The plan's vision statement is to establish bicycling as a convenient and safe transportation choice throughout Wisconsin.

The plan's goals are to: (1) double the number of trips made by bicyclists in Wisconsin by the year 2010 (current rate is 1.8% of all trips), and (2) reduce crashes involving bicyclists and motor vehicles by at least 10% by 2010.

The plan calls for the integration of improved bicycle accommodations on state highways, primarily through paved shoulders, wider outside travel lanes and bike lanes. Since the 14 metropolitan areas within the state have more detailed recommendations in their own bicycle plans—including specific bikeway improvements—the state plan supports the implementation of these as its urban element.

The plan establishes numerous responsibilities for WisDOT, the most important being to:

- Assess every project for its ability to safely accommodate bicyclists, and
- Continue and improve existing activities intended to educate bicyclists and motorists.

~ HOT OFF THE PRESS ~

Some of the Wisconsin Bike Plan's first products:

- Updated evaluation process for new projects.
- A new set of bicycle facility planning and design guidelines.
- A bicycle use survey intended to establish a baseline at the beginning of the plan.

Contact Tom Huber  
WisDOT, (608) 267-7757  
[thomas.huber@dot.state.wi.us](mailto:thomas.huber@dot.state.wi.us)

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## Bicycle safety education

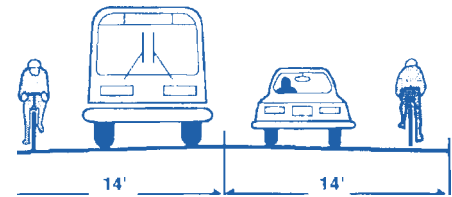
### Wisconsin Partnerships

*WisDOT can provide the tools to assist local communities in improving the education of bicyclists and motorists, but the local community is in control of doing the actual instruction.*

A wealth of bike safety courses tailored to suit diverse needs is available in Wisconsin. Over the past 20 years, WisDOT has offered a core of fine bicycling courses with the philosophy that local communities must initiate these efforts and be prepared to sustain the instructional effort. WisDOT can provide the tools to assist local communities in improving the education of bicyclists and motorists, but the local community is in control of doing the actual instruction. Most of WisDOT's traditional course offerings (*Basics of Bicycling* and *Teaching Safe Bicycling*; see below) have been directed at the young bicyclist. WisDOT also supports new courses which are innovative in two ways: (1) they reach out to the adult bicyclist and the professional involved in providing a bicyclist-related service, and (2) WisDOT uses unique funding sources and partnerships to capitalize on expanding educational opportunities.

A good example is the *Effective Cycling®—Road One* course, a partnership of the Bicycle Federation of Wisconsin (BFW) and WisDOT's Transportation Demand Management Program to offer adult training statewide. *Road One*, developed by the League of American Bicyclists, is a 9 hour course (about 4 hours of classroom and 5 hours of on-bike training) for novice riders (age 15+) who want to improve

their basic bicycling skills. Topics include principles of vehicular cycling, bike selection and fit, minor maintenance, helmet use, bike handling skills including crash/hazard avoidance techniques, and traffic rules and responsibilities. Contact Jeanne Hoffman, BFW, (608) 251-4456, bfw@mailbag.com.



*Designing and planning so bicyclists and motorists can safely share the road.*

This course has been supplemented with roadway planning and design information and is offered to WisDOT personnel statewide. Despite the fact that some engineers and planners who have taken this *Road One—DOT* course are not avid bicyclists, they still benefit professionally from the hands-on nature of the course. Contact Tom Huber, WisDOT, (608) 267-7757, thomas.huber@dot.state.wi.us.



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

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### Effective Cycling® Classes in 1999

#### **Effective Cycling®—Road One**

March 27 & April 3  
in De Pere  
Pam Aerts  
(920) 983-1566  
ezliving@execpc.com

April 7, 8, 9 in Milwaukee  
Bob Mack  
(414) 243-9700

April 14, 21, 28 in Neenah  
Jim Kluge  
(920) 751-4614  
webike@aol.com

April 20, 27 & May 4  
in Madison  
David Peterson  
(608) 271-6931  
dmpeter4@facstaff.wisc.edu

May 3, 5, 7 in De Pere  
Pam Aerts & Mike Gerke  
(920) 983-1566  
ezliving@execpc.com

May 12, 19, 26 in Green Bay  
Peter Flucke  
(920) 497-3196  
webike@aol.com

May 13, 15, 16 in Janesville  
Sue Alseth  
(608) 876-6612  
alseth@aol.com

May 15, 16 in Madison  
John Rider  
(608) 663-8874  
jrider@mail.tds.net

May 20, 22, 23 in Janesville  
Sue Alseth (see above)

May 25, 27 & June 2  
in Green Bay  
Brad Lange  
(920) 448-2805

June 10, 17, 24 in Green Bay  
Peter Flucke (see above)

June 14, 16, 18 in De Pere  
Pam Aerts & Mike Gerke  
(see above)

June 15, 16, 17  
in Milwaukee  
Bob Mack (see above)

July 12, 14, 15 in Green Bay  
Brad Lange (see above)

August 10, 11, 12  
in Milwaukee  
Bob Mack (see above)

#### **Effective Cycling®—Road II**

March 27 & April 3  
in De Pere  
Pam Aerts & Mike Gerke  
(see above)

July 9, 10 in De Pere  
Pam Aerts & Mike Gerke  
(see above)

#### **Effective Cycling®—Instructor's Seminar**

May 7-9 in De Pere  
Peter Flucke (see above)

#### **Effective Cycling®—Kids I**

May 1 in Neenah  
Jim Kluge (see above)

#### **Effective Cycling®—Instructor's Kids Enhancement Seminar**

May 9 in De Pere  
Peter Flucke (see above)

**Effective Cycling®—Instructor** (ECI) is for experienced cyclists who want to become instructors. Similar courses are offered for individuals who want to teach the **Commuter and Kids** courses (see below). After taking the ECI course, people who want to become instructor trainers can take the **Effective Cycling®—Trainer** class. Contact Jeanne Hoffman, (see above).

**Road Hazard Identification** is another engineering course. It provides an overview of the **Road Hazard Identification Project**, a system for identifying and facilitating the repair of road hazards (potholes, unsafe drain grates, etc.) which can be dangerous to bicyclists. The project can be implemented by street departments and bicycle advocates. Topics include the project's computer program which records reported hazards and tracks their repair status. Microsoft Access database materials are available to manage this program. Contact JoAnne Pruitt Thunder, WisDOT, (608) 267-3154, joanne.pruitt-thunder@dot.state.wi.us.

Another example is the **Enforcement for Bicycle Safety** (EBS) course, which was developed in Wisconsin and is now being used more widely. The course gives law enforcement traffic personnel basic bicycle safety education, with an emphasis on laws and improving bicyclist crash avoidance through enhanced bicycle and motorist law enforcement. EBS is a two day course covering bicycle types, demographics, engineering, crash causes, data and investigation, laws, theft, education, registration, police patrols and on-bike training. Contact Peter Flucke, WE BIKE®, (920) 497-3196, webike@aol.com.

**Police Cyclist™** is another enforcement course. Developed by the International Police Mountain Bike Association (IPMBA), it trains officers who are using police bikes for patrol duties. Contact Officer Tom Sipin, West Allis Police Department, (414) 302-8000. A similar course has been developed by the Law Enforcement Bicycle Association (LEBA), which has also developed the **Police Cyclist Instructor** course. Contact Kurt Feavel, UW-Madison Police Dept., (608) 262-4524. IPMBA and LEBA both certify police cyclists.

June 14–16, a three-day training will be offered for trained crash investigators to improve their skills in investigating bike and pedestrian crashes (trainer, Bobby Jones). Contact JoAnne Pruitt-Thunder (see above).

Many other traditional programs should be mentioned because they are educational mainstays:

**Teaching Safe Bicycling** is a one day instructors training course designed for people who teach bicycling to children. Topics include child traffic skills, common crash types, crash avoidance strategies, and bike rodeo design. This course carries Wisconsin Department of Justice credit for law enforcement officers. Pre-registration, bicycle riding and helmet use are required; see page 11 to register for



classes. Contact JoAnne Pruitt Thunder, (see above).

**Basics of Bicycling** (BOB), developed by the Bicycle Federation of America, is a seven lesson bike safety curriculum, with video and on-bike lessons, designed primarily for 4th graders. WisDOT sponsors instructor trainings throughout the state for elementary and middle school teachers and parks and recreation leaders to encourage implementation of the curriculum. Contact JoAnne Pruitt Thunder (see above).

### Other Effective Cycling® courses

**Instructor's Seminar**, for the experienced cyclist who wants to become an instructor. Hosted by BFW and the Wisconsin Effective Cycling Instructors. Contact Peter Flucke (see above).

**Road II**, for intermediate bicyclists who want to enhance their riding skills and become more proficient with bike maintenance. Contact Jeanne Hoffman (see above).

**Commuter**, for bicyclists who want to develop commuter skills such as equipping bikes for utilitarian cycling, selecting optimum routes, and working with employers to provide a positive commuting environment. Contact Jeanne Hoffman (see above).

**Kids I**, for parents who are helping their children (grades K-3) with early cycling education, including basic bike handling, bike fit, helmet use, basic safety check, and where to ride safely. **Kids II**, for 4-5th graders, with further topics including basic traffic laws and group riding techniques. **Kids III**, for middle school students, with further skill development, bike maintenance, first aid and more challenging roadway situations. Contact Jeanne Hoffman (see above).

**Internship with Bicycle Federation of Wisconsin**, allows students to work with the executive director of BFW, Wisconsin's only state-wide bicycle advocacy group (see page 5). Students are involved with day-to-day BFW operations, and work on one major project for which the student has primary responsibility. Contact Jeanne Hoffman, BFW Executive Director (see above).

*Helping  
children learn  
safety attitudes  
and skills which  
they will carry  
into adulthood*

Many of these course descriptions are from the *Wisconsin State Bicycle College; Course Catalog*, by Peter Flucke, WE BIKE® (920) 497-3196

[webike@aol.com](mailto:webike@aol.com)



**Crash Helmet**  
combines  
information and  
fun in helping  
youngsters  
understand that  
helmets can  
prevent head  
injuries and  
save lives.

Crash Helmet contact:  
Sherri Faust  
(608) 252-8376

### Resources

International Mountain  
Bike Association  
(303) 545-9011

[www.imba.com](http://www.imba.com),  
[imba@aol.com](mailto:imba@aol.com).

Also check out *Mountain  
Biking Wisconsin* (ISBN:  
1560446668), and  
*Mountain Bike! Wisconsin:  
A Guide to the Classic Trails*  
(ISBN: 089732269X).  
Contact WORBA,  
PO Box 1681, Madison,  
WI 53701-1681,  
[www.worba.org](http://www.worba.org).

## Crash Helmet Strong medicine in injury prevention

by Paul Pitas

Since 1990, encouraging bicycle helmet use by young people in the Madison area has been the goal of Dean Medical Center's *Crash Helmet* program. At that time, many local physicians felt that a large number of bicycle-related head injuries which they were treating were preventable.

The star of this program is *Crash Helmet*, a comical character who appears in animated TV spots, print material and as a live "person". *Crash Helmet* combines information and fun in helping youngsters understand that helmets can prevent head injuries and save lives. Dean decided to focus its educational efforts on preschool and elementary school children in hopes that they will carry their attitudes about bike helmets into adulthood.

*Crash Helmet* makes presentations to day care centers, schools and at community events. A typical visit starts with Sherri Faust, a passenger safety educator, simply talking to the class. She'll ask how many of the kids have bikes, how many have helmets, and how many wear them. She stresses that the brain is very delicate and needs protecting. Then she discusses why and how a helmet should fit correctly. While a bike safety video is shown, she slips away and returns... as *Crash Helmet*. Crash then answers questions and shakes hands with the children, who are given stickers and safety information. A letter to parents is sent home so they can call for more information.

To make helmets more affordable, and to involve local retailers, the clinic distributes coupons for \$5.00 off any ANSI, ASTM, CPSC or Snell approved helmet. Retailer involvement ensures that children are given assistance in picking out a helmet that fits and is worn properly.

## Wisconsin Off-Road Bicycling Association

by Rita Nygren

Not all bicycling takes place on roads and paved bike paths; mountain biking has become a popular recreational activity in Wisconsin. With the increasing use of singletrack trails comes the need for trail maintenance, education and safety for trail users, and a voice for those who enjoy mountain biking. This is where WORBA comes in.

Wisconsin Off-Road Bicycling Association promotes environmentally responsible mountain biking. This might involve volunteers fixing a mud pit in the trail, a team of patrollers giving directions to lost cyclists, or cyclists meeting with land managers to discuss opening bike trails on public property.

WORBA connects trails in need of maintenance with experienced crew leaders and volunteer teams to repair damage, re-route trails to sustainable paths, and create a safer environment for trail users. WORBA volunteers have helped in areas from Cable to Milwaukee and Green Bay to the Kickapoo River.

Members of WORBA's chapter of the National Mountain Bike Patrol are visible in their yellow jerseys bringing knowledge, tools and medical equipment. Patrollers may be called upon to supply bandaids or to lead in an ambulance. All patrollers have at least Red Cross First Aid/CPR certification, and some are EMS personnel or doctors. Patrollers can also be found at racing events, bike rodeos, organized rides and community events promoting safe riding and WORBA.

## Former rail corridors become bike trails



In the mid-1960s, Wisconsin pioneered a new concept in outdoor recreation by acquiring abandoned railroad right-of-ways and developing them as state trails. Abandoned railroad grades supply

facilities for bicycling, hiking, cross-country skiing and other recreation. As of October 1996, the Wisconsin Department of Natural Resources (DNR) has established 25 state trails with 475 miles open for biking.

Although they are usually narrow (66 to 100 feet wide), the corridors are excellent trails. While the surrounding scenic terrain is often hilly, the trails themselves are relatively flat—less than 3% grade—ideal for use by people with disabilities. Most trails are surfaced with compacted limestone screenings to provide a surface suitable for touring bicycles. On these trails bicyclists have less interaction with motor vehicles than on roads, so trails are a good setting for a family outing. But in many other settings (e.g., many places in cities) it is not practical to develop separate bike trails, so bike safety has to be improved in other ways.

**Wisconsin State Parks; Visitor Information Guide** provides information on state parks, forests and trails, including information on surface and off-road bicycle trails. Contact the DNR, (608) 266-2181, [wiparks@dnr.state.wi.us](mailto:wiparks@dnr.state.wi.us).

## Bicycle Federation of Wisconsin

by Jeanne Hoffman

A state-wide advocacy organization, the Bicycle Federation of Wisconsin (BFW) fosters bicycling as a healthful and environmentally sustainable means of transportation and recreation. BFW provides bicyclists with information on recreational rides, safety tips and commuting skills, and it educates bicyclists about transportation issues.

### **BFW's goals**

1. Promote bicycle-friendly policies within state government.
2. Provide a network of support, information and coordination for local advocacy groups, clubs, event organizers, and dealers.
3. Promote bicyclists' legal rights.
4. Promote education, encouragement and enforcement of safe biking.
5. Promote education of motorists on interacting safely with bicyclists.
6. Get bicyclists more involved in local transportation decisions.



In 1997, WisDOT awarded BFW a \$29,487 grant to train instructors and develop a program that educates bicyclists on the skills necessary to bicycle in various types of traffic. The grant comes from WisDOT's \$300,000 Transportation Demand Management Program which promotes alternatives to driving alone. BFW has chosen the League of American Bicyclist's Effective Cycling® program as the core of its efforts (see page 2).

Contact BFW at (608) 251-4456, [bfw@mailbag.com](mailto:bfw@mailbag.com), and on the Web at <http://danenet.wictp.org/bcp/bfw>.

*Bicycling for health and recreation and for a better environment is growing in popularity.*

## Police Bike Club in Fond du Lac

Targeting junior and senior high students who have an interest in bicycling, the Fond du Lac Police Bike Club is run by the Police School Liaison Officers. Club members serve as peer mentors to promote bike safety, and sponsor bike rallies and rodeos for the Fond du Lac elementary schools and for other youth clubs such as the Cub Scouts. Members set up and run these activities, conduct demonstrations and bike inspections, and participate in the Law Enforcement Torch Run/Ride for Special Olympics.

During the summer three of the older students run our Police Bike Court. Patrol officers who see kids 12 years or under doing something illegal or unsafe issue a Bike Court Warning requiring their attendance at Bike Court. Court consists of viewing a video on bike safety, taking a test, and a police officer discusses bike safety. This group is more than a bike club; it's an opportunity for police officers to teach and model responsibility, good judgment, proper manners and team work.

From the Fond du Lac Police Department website, [www.fdlpolice.com/bikeclub/](http://www.fdlpolice.com/bikeclub/). Contact Officer Glenn Herschberger, (920) 929-2815.

## Governor's Bicycle Coordinating Council

The purpose of the GBCC is to encourage bicycling and to improve bicycling safety through coordination of state agencies, legislators and citizens. It encourages child and adult instruction, bicyclist and motorist law enforcement, and training and work with designers of bicycle facilities. Council members come from three state departments (WisDOT, Tourism and DNR), the state legislature and the public, along with a representative of WisDOT Bureau of Transportation Safety (BOTS). The council coordinates with bicycle organizations (e.g., Bicycle Federation of Wisconsin, Wisconsin Off-Road Bicyclists Association) and with bike manufacturers and retailers.

The council discusses bicycling-related issues with member state agencies, and makes recommendations to the Governor's Office; for example, regarding issues related to bicycle helmet use, and funding of transportation and recreation facilities for bicyclists. These recommendations are made available to the public upon request after they are submitted to the Governor's Office. Every other year (most recently in October 1998) the council holds a conference dealing with all bike-related issues, and recognizes projects which promote bicycling and bicycling safety.

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WisDOT BOTS  
(608) 267-3154

[joanne.pruitt-thunder@dot.state.wi.us](mailto:joanne.pruitt-thunder@dot.state.wi.us)

## Biking to work in Madison

by Marcia Miquelon

Bicycle commuting programs and events are fun and effective means of mitigating traffic congestion, decreasing the demand for parking, and promoting health, fitness and a cleaner environment. More bicycle commuters can also mean increased transportation safety, since one's chances of being injured or killed on a bicycle are much lower than they are in a car.

For the past eighteen years, the City of Madison has held a Bike to Work Celebration; Bike to Work Week 1999 will be May 22-28. The event raises awareness of bicyclists as legitimate roadway users, and promotes bicycling via high-profile events, prize drawings, free food and drink, and discount opportunities. Last year's celebration involved over 100 businesses and attracted 1,500 participants.

The Madison Bicycle Commute Project is a WisDOT-funded Transportation Demand Management (TDM) initiative. Since the winter of 1998, the project has worked with four downtown Madison employers (St Marys Hospital, Alliant Energy, Home Savings Bank, and WHEDA) to determine employee commuter habits, design and implement a customized bicycle commute program, and work towards increasing bike commuting. The final phase of the project will be to publish a Bicycle Commuting Handbook to help other employers implement their own programs.

Long-term bicycle commute programs can offer more in-depth safety and general commuting education. Project participants held a summer-long series of lunchtime workshops covering many aspects of bike commuting. Commuter surveys indicate strong interest in Effective Cycling® class participation (see page 2). Sponsoring such a course is a way for employers to promote safe bicycle commuting.

Contact Marcia Miquelon, Bicycle Federation of Wisconsin, (608) 251-0014, [marcia@btww.org](mailto:marcia@btww.org).

*People-powered transportation to and from work*



## Road Sharing Tips

### — BICYCLISTS —



#### Be predictable

Don't weave around parked cars.

Don't ride near the gutter.

Ride with the normal traffic pattern.

Ride at least three feet from parked cars.

Scan traffic and the road ahead at all times.

Obey the same signals and signs as motorists.

At an intersection, make eye contact with the motorist. If the driver isn't looking at you, be cautious.

Look over your shoulder and yield to traffic when making turns or changing lanes.

Be alert for cars leaving or entering driveways or making turns across your path.

Wear a well-fitting bike helmet.

Make yourself visible. Use lights and reflectors at night. Wear bright-colored clothes by day.

### — MOTORISTS —



#### Stay attentive to bicyclists

Don't crowd bicyclists onto the edge of the road. Gutters are not meant for bicycling.

Leave at least three feet when passing a bicyclist. Required by law!

Check for bicyclists before opening the car door.

Look for bicycles when you're stopped at an intersection, making turns or changing lanes. Glance over your shoulder and be especially careful to notice if a cyclist has moved up along side of you before turning.

From **Safety Is a Two-Way Street ...**,  
St. Marys Hospital Medical Center, Madison.  
Contact Jeanne Dosch, (608) 258-5067,  
[jdosch@ssmhc.com](mailto:jdosch@ssmhc.com).



# A Christmas Story

by Roger Melchior

I'm the public safety director for Allouez, near Green Bay. On my way to the office recently, I saw a little girl about 5 or so on her bike, and a car was following her.

I was naturally suspicious, so I slowed down and got the plates. Then it hit me; mom is following her daughter to afternoon kindergarten. In my back seat was a shiny new bike helmet I'd been saving for just such an opportunity. I pulled over and asked the woman if that was her child. She said "yes" and I said "Merry Christmas" and handed her the bike helmet.

The kid was so excited that she told her principal about the gift. Ten minutes later the phone rang, and the principal tells me I'm a hero. But I told her, "No way, I'm just the facilitator who happened to have a bike helmet available." I said the Wisconsin DOT is the real hero. "Bravo" to WisDOT for its grants for bike safety programs which provide helmets for guys like me to give to kids like her. Together we may have saved a kid.



Photo Credit: Dean Medical Center

*"Bravo" to WisDOT for its grants for bike safety programs*

## Small bike club has big safety impact

by Bill Hauda

You don't have to have a big, well-heeled organization to have an impact on bicycle safety. This was the lesson in Dodgeville when the Southwest Chain Gang bicycle club joined forces with the Dodgeville Women's Club to stage a helmet education program for local children.

The Southwest Chain Gang has about 50 members spread across the entire southwest part of the state, and it conducts weekend tours and regular Tuesday night rides originating from the Military Ridge state trail parking lot in Dodgeville.

Club president John Curran saw a need to get more children in the area wearing bike helmets. Dodgeville is in a rural area and has been mostly immune to bicycle safety appeals that are regular fare in cities like Madison. So the bicycle club and women's club teamed up with the Iowa County Health Department, Lands' End and WisDOT to sponsor a one-day bicycle safety training program.

Dodgeville has slightly more than 4,000 residents. If a couple dozen kids had shown up, the program would have been considered a success, but more than 90 children attended—over 2% of Dodgeville's entire population!

The youngsters, with their parents, were guided through a course on bicycle fit and care, proper use of a bike helmet, and safe operation. They were checked for proper helmet fit and use, and children needing a new helmet got one free. Those who wore helmets properly were awarded with bike lights. One lucky child got a new bike in a drawing.

Why was this program important? Every day in the U.S. a child dies and 50 suffer permanent brain injuries in bicycle crashes. It's been estimated that 99% of kids don't wear bike helmets—even though 85% of head injuries could be avoided if they did.

Helmet use is higher in large cities where safety programs are prevalent. In Madison, for example, Dean Medical Center has the on-going *Crash Helmet* education program (see page 4). *Crash Helmet* took a trip southwest to attend the Dodgeville course.

The Chain Gang taught a lot of people two important lessons: wear a bike helmet, and even a small group can have a big impact. Contact John Curran, (608) 935-3231.

*The Chain Gang taught a lot of people two important lessons: wear a bike helmet, and even a small group can have a big impact.*

From SILENT SPORTS magazine (October 1998)  
by Bill Hauda, Bike Wisconsin, Inc., (608) 935-7433, wisbike@mhtc.net.

## An in-line skating curriculum

by Bonnie Weyer

Adding to our physical education curriculum is an ongoing goal at our school, Greenwood Elementary (in Greenwood, between Neillsville and Owen); for example, we already teach cross-country skiing, ice skating and bike safety. As I watched kids outside of school I became aware of the growing popularity of in-line skating, but to develop a new unit I had to get better educated myself. I started with a UW-LaCrosse in-line skating summer class taught at Wausau.

To introduce this unit we would also need gear for each student, a curriculum, and our school administration's OK.

The K2 Company said they would supply skates if I would become an instructor certified with the International In-line Skating Association. With this certification comes liability insurance, which helped in selling the unit to my school. Bike helmets were already available, but we still needed the pads. The Child Safe Program helped me cut in half the cost of knee, elbow and wrist protective gear.

When I presented my curriculum to my school, I stressed that I would be teaching skating skills and SAFETY ON SKATES. Many skaters don't have a clue about how to stop, ride in traffic, or about etiquette for riding on sidewalks, and few students wear protective gear. In Wisconsin, in-line skaters need to follow the same rules as bicyclists. Few parents are in-line skaters, so it's hard for

them to teach their children the basic skills. Adults also need to be taught to be more aware of skaters.

When school administrators approved the program and the equipment arrived, we started with an introductory

*Few parents are in-line skaters, so it's hard for them to teach their children the basic skills. Adults also need to be taught to be more aware of skaters.*

program for 4-6th graders. With funding from WisDOT Bureau of Transportation Safety, I'll offer a spring unit covering basic skills, putting on equipment properly, and safety on roads and sidewalks. I'm available to tell statewide organizations about our curriculum and how to get started at your school.

Contact Bonnie Weyer, (715) 267-7211, bweyer@greenwood.k12.wi.us.

*Blades are Sharp. Stay in Line*, a brochure promoting in-line skating safety, is available from WisDOT, (608) 267-3154. Also see the *In-line Skating Resource Guide*, from the International In-line Skating Association, 3720 Farragut Ave., Suite 400, Kensington, MD 20895.

## Traffic calming and bicycle safety

by Tom Huber

Traffic calming measures are physical changes in the alignment of a street which cause motorists to slow down based on their perception of what is safe. Walkers, joggers, bicyclists and motorists all share residential streets, and in an increasing number of communities traffic engineers are working with community advocates to slow traffic without disrupting its flow, reduce the number of vehicle trips, and encourage healthful activities such as bicycling and walking. Traffic calming techniques include:

- Making motor vehicle lanes narrower, and putting in bicycle lanes.
- Speed humps, traffic circles and sidewalk extensions.
- Adding pedestrian islands which serve as refuges when crossing busy streets.

The objective of traffic calming is to reduce motorist speeds while leaving bicyclists as unimpeded as possible by the device. Bicyclists can benefit from a traffic calmed street because speeds are lowered or motorist traffic is diverted.

If done properly, traffic calming can create a more bicyclist-friendly environment, but if done improperly, these devices can be a serious hazard to bicyclists. Traffic calming devices, like speed humps which reduce speed with a gradual grade change, are generally safe for bicyclists, but warning signs should be posted for all types of devices for the benefit of all road users. Overhead lighting and retro-reflective materials should be used where devices slow bicyclists or cause a change in direction. Street lighting is important because bike lights produce relatively low output. All devices should be considered for their effect on bicyclists. Lightweight "road bikes" are most susceptible and should be used for testing.

*The objective of traffic calming is to reduce motorist speeds while leaving bicyclists as unimpeded as possible by the device.*

**Traffic Safety Reporter** (Summer 1998) was devoted to traffic calming. Contact Tom Huber, WisDOT, (608) 267-7757

thomas.huber@dot.state.wi.us.



## TEA-21 and funding bicycle projects

by Tom Huber

The Transportation Equity Act for the 21st Century (TEA-21), signed into law in June 1998, continues the integration of bicycling and walking into the transportation mainstream. More importantly, it enhances the ability of communities to invest in projects that can improve the safety and practicality of bicycling and walking for everyday travel.

In 1991, Congress passed ISTEA (Intermodal Surface Transportation Efficiency Act) which recognized the important role of bicycling and walking in creating a balanced, intermodal transportation system. *The National Bicycling and Walking Study*, published by USDOT in 1994 (Publication No. FHWA-PD-94-023), translated this interest in non-motorized travel into two specific goals: to double the current percentage of trips made by bicycling and on foot, while reducing by 10% the number of crashes involving bicyclists and pedestrians.

Building on ISTEA, the new legislation provides the funding, planning, and policy tools necessary to create more bicycle-friendly and walkable communities. A brochure titled *Bicycle and Pedestrian Provisions of the Federal-Aid Program* includes: funding sources for bicycle and pedestrian projects (Federal-Aid Highway Program, Federal Transit Program, Highway Safety Programs, Federal/State Matching Requirements), planning for bicycling and walking, policy and program provisions, and facility design guidance.

Bicycle projects are broadly eligible for funding from almost all the major federal transportation programs.

One of the most cost-effective means of funding bicycle accommodations is to incorporate them as part of a larger roadway improvement. These "incidental" improvements could include paved shoulders, bike lanes or wide curb lanes, and should use the same source of funding as the rest of the roadway improvement.

Other projects that can be built independent of roadway projects (like bike paths within a former rail corridor or along a river) can compete for transportation funds from several sources managed by WisDOT. The main programs are the Transportation Enhancements Program and the STP (Surface Transportation Program)—Discretionary Program. In Southeastern Wisconsin, another program is in operation called the Congestion Mitigation and Air Quality (CMAQ) Program. All bicycle projects must be "principally for transportation rather than recreation purposes". Additionally, safety and increasing bicycle use are always high priorities with these programs. None of these programs are exclusively for bicycle projects, and funds tend to be highly sought after. Applications will be accepted for CMAQ in April 1999 for year 2001 projects. Applications for Enhancements and STP-Discretionary will be accepted in April 2000.

For Wisconsin's 14 metropolitan areas, bicycle plans have been developed that will include key bicycle projects as part of their bikeway systems. Having such projects identified in these plans will likely improve their prospects of being funded.

*Building on ISTEA, the new legislation provides the funding, planning, and policy tools necessary to create more bicycle-friendly and walkable communities.*

Find out more about these programs by calling your WisDOT District Office and asking for the SMIP Coordinator, or by contacting John Duffe, WisDOT, (608) 264-8723, john.duffe@dot.state.wi.us.

## Wheel & Sprocket fosters biking to work

by Liza LeClair

Wheel & Sprocket offers several programs through its stores to promote biking to work. The target audiences are corporations and community groups, and programs include bike helmet promotions, bike maintenance clinics, bike storage rack sales, and incentives for employees who bike to work.

The helmet program encourages helmet use and offers special prices. Participating businesses can get models that are both functional and attractive; some companies order colors that fit their corporate color scheme. A Wheel & Sprocket associate delivers the helmets to ensure proper fit.

More corporations are hosting wellness programs because they understand the benefits of having healthy employees, and they are increasing their support for employees bicycling to work.

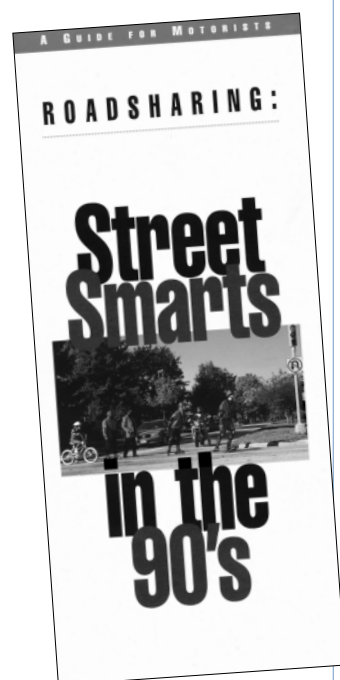


*Making sure your wheels will be there for getting home.*

Contact Wheel & Sprocket, Brookfield, (414) 783-0700.

## BICYCLE SAFETY

## Resources



A rich variety of free, attention-grabbing public information and education resources is available from WisDOT

## From WisDOT

*Bicycle Safety Action Guide*; to help your community improve bike safety. Includes information on the extent of the bicycle injury problem, crash causes, special safety problems, coordinated community strategies, safety courses, helmet promotion, strategies for engineering/planning, enforcement, emergency response, and evaluation. Contact JoAnne Pruitt Thunder, WisDOT, (608) 267-3154.

Bicycle safety brochures and other materials (a sampling):

*BikeCare Bicycle Inspection and Maintenance*

*Bicycle Safety; What Every Parent Should Know*

*Street Smarts in the '90s; Roadsharing*

*Children and Traffic; Keeping Kids out of the Fast Lane*

*Police Improving Bike Safety Through Road Hazard Identification*

For an order form contact WisDOT Maps and Publications Sales, (608) 246-3265.

Safety materials available free for school districts:

*Basics of Bicycling (BOB)* curriculum with interactive videotape and hands-on instruction for 4th and 5th graders.

*Bill's Bike*, a 1939 silent film (12 minutes) converted to video, about a youth getting a used bike and then learning and observing traffic rules.

*A Kid's Eye View*, a 1994 video (10.5 minutes) to help parents set bicycling rules appropriate for their children's age, with instruction on safety skills.

Send written requests to JoAnne Pruitt Thunder, WisDOT, P.O. Box 7910, Madison, WI 53707-7910.

Wisconsin Department of Tourism publishes the *Wisconsin 1998/1999 Biking Guide* with on-road and mountain bike tours, and touring trails—all picked with safety in mind. Call (800) 372-2737.

## Federal resources

*Guide to Promoting Moderate Physical Activity*, Centers for Disease Control (CDC), (800) CDC-4NRG

*Physical Activity and Health; A Report of the Surgeon General* (CDC) For sale by Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15250-7954

*Pedestrian and Bicycle Crash Types of the Early 1990s* (1996), Federal Highway Administration (FHWA), Publication No. FHWA-RD-95-163

*Improving Conditions for Bicycling and Walking; a Best Practices Report* (1998), FHWA

NHTSA provides a wealth of bike safety resources on the Web at [www.nhtsa.dot.gov/people/injury/pedbimot/](http://www.nhtsa.dot.gov/people/injury/pedbimot/).

## Other resources

Dane County Bicycle Association provides grants (about \$10,000 each year) to bike clubs and other organizations for projects that promote safety and the wider use of bicycles. Contact Susan Kavulich, (608) 831-2643.

*National Bicycle and Pedestrian Clearinghouse*, a program of the Bicycle Federation of America, acts as a central point of contact for federal, state and local agency staff, organizations and other professionals on bicycle and pedestrian programs and issues; (800) 760-8405, [www.bikefed.org](http://www.bikefed.org).







SAFE KIDS Coalition of Wisconsin provides diverse bike safety resources. Contact Jim Savage, (715) 344-7101. National website at [www.safekids.org](http://www.safekids.org).

*Surface Transportation Policy Project* supports transportation policies and investments that make communities more livable; [www.bullitt.org/spp.htm](http://www.bullitt.org/spp.htm).

Wisconsin Information Network for Safety, (800) 261-WINS, provides safety fact sheets from *Safe Ride News* (e.g., *Kids on a Roll*; *In-line Skate Safety for Children*).



## TOPICS

-  Understanding the Child Bicyclist
-  How Bicycle Crashes Happen
-  Hands-on Demonstration
-  Teaching Bike Safety to Children
-  Bicycle Ride; Community's Accommodations and Hazard Identification
-  Working Together Locally for Successful Bike Safety Programs

## Preparation for taking this workshop

**Bring a bicycle** and a correctly fitted helmet. These are necessary for the PM bicycle ride, a required learning activity. Wear comfortable clothes and shoes, including cool or wet weather gear.

The program begins at 8 AM with a mini-breakfast, get acquainted and pre-test period. Ends by 4:30 PM.

**There is no registration fee, but pre-registration is required and limited to 45 people per site.**

No on-site registration or walk-ins accepted. Use form at right to register. ➡

Confirmation, directions and a participant list for your site will be mailed by April 7. We encourage car pooling when possible. Be sure to plan for bringing bikes or renting one in training city (only need it in PM, but no time during day to pick up bike).

Contact JoAnne Pruitt Thunder, WisDOT (608) 267-3154.

## Bicycle safety and other injury prevention events

Accident Scene Management, Inc. (ASMI)  
*Bystander Assistance Community Education* covers assessment and treatment of the injured, scene management and legal aspects. Call (800) 800-5678.

*Child Passenger Safety/Technician Training Classes*  
 SAFE KIDS Coalitions in Wisconsin are offering these four-day trainings to child passenger safety advocates and practitioners.

March 11-12 & 15-16 — La Crosse  
 April 19-22, Eau Claire; June 9-12 — Milwaukee  
 July 15-16 & 19-20 — Merrill

Contact Jim Savage, Wisconsin SAFE KIDS  
 (715) 344-7101 or jim@cipsafe.org.

*Great Lakes Injury Prevention Network Teleseminars*  
 Held from noon-1:00 PM

Playground and Trampoline Injuries — April 15  
 Farm Injuries — July 15

Fire and Heating Safety — October 21  
 Pedestrian Injuries — January 20, 2000  
 Contact Jim Savage (see above).

*1999 Youth Safety Awards Program*

Deadline for submissions is June 1.  
 National Safety Council recognizes activities by youth that promote safety. Call (630) 775-2022.

### March 28-31

*Enhancing Transportation Safety in the 21st Century*  
 Kissimmee, Florida  
 An international conference sponsored by the Institute of Transportation Engineers (ITE). Contact Donna Ford, ITE, (202) 554-8050 x140, dford@vax.ite.org.

### April 13-14

*5th Annual Traffic and Impaired Driving Law Program*  
 Appleton, Wisconsin. Contact the Resource Center on Impaired Driving, UW Law School, (800) 862-1048.

### April 19-23

National Drive Safely at Work Week

### April 26

Fatal Motor Vehicle Crash Investigation Workshop, Green Bay. No charge, limit 50 people. By March 15 contact Stewart Watson, (715) 365-5112.

### May (see sidebar)

National Motorcycle Safety Month, and Bike Month

### May 1-8

SAFE KIDS Week  
 Contact Jim Savage (see above).

### May 9-15

International Police Mountain Bike Association Conference, Chicago. Contact IPMBA, (202) 822-1333, or labipmba@aol.com.

### May 16-22

National Emergency Medical Services Week

### May 23-26

*Child Passenger Safety Technical Update and Advocacy Seminar*, Springfield, IL, includes a complete three hour tethering workshop. Contact Elaine Kizewski, Center for Injury Prevention, (715) 344-7583 x18, elaine@cipsafe.org.

### May 24-31

Buckle Up, America! Week

### June 7-9

*Rural Youth Injury Prevention Summer Seminar*, Marshfield. Contact the National Children's Center for Rural and Agricultural Health and Safety, (888) 924-SAFE.

### June 30 and July 1

Governor's Traffic Safety Conference, Appleton  
 Contact Joan Fernan, WisDOT, (608) 266-1972.

### August 20-22

National Association of State Motorcycle Safety Administrators (SMSA) national conference, Milwaukee. Contact Ron Thompson, WisDOT, (608) 266-7855, ron.thompson@dot.state.wi.us.

## BICYCLE SAFETY

### Events

*May is  
 Bike Month—  
 Think Safety!*

Celebrate spring with a bicycle safety event for children in your community. The League of American Bicyclists, Bicycle Federation of America, Bicycle Helmet Safety Institute, National SAFE KIDS Campaign, and the National Safety Council can assist in your plans. You can contact each agency through the Bike Hub website at

[www.cdc.gov/ncipc/bike](http://www.cdc.gov/ncipc/bike).

For more information contact JoAnne Pruitt Thunder, WisDOT, (608) 267-3154, or your local SAFE KIDS Coalition.

## TEACHING SAFE BICYCLING

### Ninth Annual Training for Trainers Workshops

**Select Your Site!**

### REGISTER BY Friday, April 2, 1999

Please see details at left. Complete a form for each person who is registering and mail to:

Teaching Safe Bicycling – Room 809  
 WisDOT  
 P.O. Box 7936  
 Madison, WI 53707-7936

Please register me for the following TSB workshop:

- ☐ Platteville, April 17
- ☐ West Allis, April 23
- ☐ Wausau, April 24
- ☐ Oshkosh, April 29

Name \_\_\_\_\_

Title \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

Daytime telephone (      ) \_\_\_\_\_





### Sample from new Wisconsin Bike Map ▶

Brought to you by the Bicycle Federation of Wisconsin in concert with WisDOT, this new map includes bicycle trails, Rustic Roads, mountain bike facilities, and information on roadway conditions for bicycling. (See related article on page 5.)

Contact BFW at  
(608) 251-4456

[bfw@mailbag.com](mailto:bfw@mailbag.com)

Maps retail for \$3.95 per panel, or \$12.95 for the whole state. To order call (800) 362-4537. Retail businesses can order through American Bike Trails (800) 246-4627.

### New Wisconsin Bike Map

from page 1

and are named, the map gives bicyclists comprehensive information for planning trips or taking a leisurely ride.

Although everyone would prefer to ride on lightly traveled rural roads, the rating system allows bicyclists to make decisions based on their personal comfort level. An experienced rider might decide to take a more direct route despite stretches with less desirable conditions rather than make a long detour. Conversely, novice riders can plan a

route suited to their abilities.

The map can also be used by planners, tourism officials, community activists and local governments to assess which roads need improvement to make them more bike-friendly. Especially important are approaches to urban areas and other popular destinations which might become too congested. Biking is increasing, and in our tourism-oriented economy it is vital to have a continuous network of bicycle-friendly roads in addition to our fine trail system.



#### LEGEND (excerpts)

##### Town Roads

Most local roads are likely to have narrow pavements with no paved shoulders and very low volumes of traffic...

##### Best Conditions for Bicycling

These county and state roadways have light volumes of traffic and may have many other favorable factors such as good sight distance and minimal truck traffic...

##### Moderate Conditions for Bicycling

Moderate traffic volumes for the amount of pavement width present... Due to moderate traffic, less experienced cyclists should use care on these roads.

##### Wider Paved Shoulders

These highways have moderate to high car and truck volumes, but have 5 foot or greater paved shoulders... less experienced cyclists use care.

##### High Vol.; Undesirable for Bicycling

These roadways have heavy traffic volumes, no paved shoulders or narrow paved shoulders, and many have moderate to high truck traffic. Bicyclists should try to plan around these roads and/or use considerable caution.

##### Prohibited/Not Recommended

Four-lane Interstates, freeways, and expressways usually posted as "pedestrians and other non-motorized traffic, motor bicycles, power-driven cyclists prohibited."...

##### Bicycle Touring Trails

These are bicycling trails often of a finely screened limestone for state trails. These trails are excellent for use by hybrid and mountain bikes and most are also suitable for road bikes.

##### Urban Escape Routes

Likely to be the best bicyclist connections into large cities, but most are moderate volume roads without bike lanes or paved shoulders.

## Wisconsin Department of Transportation

Bureau of Transportation Safety

P.O. Box 7936

Madison, WI 53707